NORTH DAKOTA VACATION

TRAVEL SURVEYS

1978 - 1983

Project # 79-098

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SUMMARY AND CONCLUSIONS

From 1978 to 1983, Mid-Continent Surveys of Minneapolis, Minnesota was commissioned by the Manitoba Department of Economic Development and Tourism to conduct a survey of North Dakota household members to determine to what extent the existing market of North Dakotans were vacationing in Manitoba. This section will briefly summarize the findings of this survey and draw some conclusions from the data it has provided.

STATE TOTALS

- Vacation preferences of North Dakota household members indicate a decrease of 4.8% in the frequency of vacation/pleasure trips to Canada in 1983 over 1982.

- Travel rates to Manitoba have decreased 11.8%.

- Manitoba's Market Share of vacationing North Dakotans surveyed decreased -9.8% from 1982.

GENDER

- Overall, North Dakota adult women and men travelled at the same rate in 1983.

- The male population travelled to Canada at a slightly higher rate than the female population.

Travel Manitoba by adult North Dakotans declined for both men and women although there was less of a decline for female North Dakotan travellers.

AGE

- Generally, individuals of the age group 35-49 years of age took vacations at a higher rate than other age groups.

- This age group travelled to Canada and Manitoba at a higher rate than other age groups.

- Manitoba's market share, however, was greatest amongst the 18-34 years of age group.

INCOME

Manitoba's Market Share decreased in all income categories with the exception of the $10,000 - $14,999 income group which indicated a 10.9% increase from 1982.

EDUCATION

- Household heads with post high school education travelled at the same rate as in 1982 while those with less education travelled at a higher rate than in 1982.

- Manitoba's market share declined in all education categories.

CONCLUSION

- Of those households surveyed, 15.0% indicated vacation/pleasure travel to Manitoba.

- 11.0% of North Dakota households surveyed indicated visiting Manitoba exclusively, a decline of 15.4% from 1982.

- Overall, Manitoba's travel advertising was more effective in that it reached more people who visited Manitoba.

- However, Manitoba's travel advertising was less efficient in that it also reached a larger proportion of people who did not visit Manitoba.

INTRODUCTION AND METHODOLOGY

The State of North Dakota has long been one of the major markets for United States travel to Manitoba. In comparison to Minnesota, only North Dakota supplies a greater volume of visitors destined to Manitoba. This state provides a better market of Manitoba visitors than the state of Minnesota on a per capita basis. Minnesota had a 1979 population of 4,060,000 as compared to North Dakota's population of 657,000. In an attempt to increase the rate and volume of visitors from North Dakota, the Department of Economic Development and Tourism has for several years undertaken promotional and advertising campaigns within the state.

From 1978 to 1983, Travel Manitoba commissioned surveys of travel by North Dakota residents. The surveys had as their primary objective, the measurement of the number of households in the state whose residents had visited Manitoba on a vacation and/or pleasure trip, which included at least one night away from home. A total of one thousand households were contacted in 1978 and 1979. In 1980 and 1981, a total of one thousand and one households were contacted and in 1982 a total of 1,002 households were contacted. In 1983 a total of 1,000 households were contacted. The sample households were chosen in a manner that makes them representative of the population of households in the state both geographically and in terms of socio-economic levels.

NORTH DAKOTA TRAVEL SURVEY RESULTS

A) Incidence of Vacation Trips

- In 1983, 80.0% of the surveyed households took vacation/pleasure trips within the previous 12 month period (Table 1). This represents an increase of 5.3% over 1982 travel rates.

- In 1983, the female household members surveyed travelled at a higher rate than in 1982 and an equal rate to their male counterparts.

- Senior household heads travelled at a rate of 64.0%, compared to younger household heads who travelled at an average rate of 84.0%.

- Higher income groups continue to travel at significantly higher rates than lower income groups.

- Household incomes of $25,000 and over indicated the greatest increase in travel rates (2.2%) over 1982.

- Those household heads with post-high school education continue to travel at higher rates when compared to those with lesser education.

- Household heads with less than high school education travelled at a rate 27.1% higher than in 1982.

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TABLE 1

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN ANY VACATION OR PLEASURE TRIPS IN THE LAST 12 MONTHS WHERE YOU WERE AWAY FROM HOME FOR ON NIGHT OR MORE, ...OR NOT?
(1981 N=1001) (1982 N=1002) (1983 N=1000)

POPULATION CHARACTERISTICS:	1978	1979	1980	1981	1982	1983	% CHANGE 1982/1983
STATE TOTAL:	69.0	73.0	74.0	74.0	76.0	80.0	5.3%
SEX:							
MALE ADULT POPULATION	71.0	73.0	74.0	75.0	77.0	80.0	3.9%
FEMALE ADULT POPULATION	67.0	74.0	75.0	74.0	74.0	80.0	8.1%
AGE:							
HOUSEHOLD HEAD 18-34 YEARS	77.0	82.0	83.0	84.0	83.0	85.0	2.4%
HOUSEHOLD HEAD 35-49 YEARS	74.0	79.0	76.0	77.0	81.0	88.0	8.6%
HOUSEHOLD HEAD 50-64 YEARS	71.0	73.0	75.0	73.0	74.0	80.0	8.1%
HOUSEHOLD HEAD 65+	52.0	55.0	60.0	57.0	57.0	64.0	12.3%
INCOME:							
HOUSEHOLD INCOME UNDER $9,999	*	*	64.0	58.0	60.0	64.0	6.7%
HOUSEHOLD INCOME $10,000-14,999	*	*	77.0	79.0	69.0	73.0	5.8%
HOUSEHOLD INCOME $15,000-24,999	*	*	81.0	84.0	84.0	85.0	1.2%
HOUSEHOLD INCOME $25,000+	*	*	87.0	87.0	90.0	92.0	2.2%
EDUCATION:							
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	68.0	51.0	54.0	55.0	54.0	67.0	24.1%
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	55.0	77.0	77.0	73.0	75.0	77.0	2.7%
HOUSEHOLD WITH POST-HIGH SCHOOL	81.0	86.0	85.0	86.0	88.0	88.0	0.0%

* DATA INCOMPATIBLE WITH CURRENT GROUPINGS

B) Travel to Canada

- In 1983, North Dakotan householders surveyed travelled to Canada at a rate 4.8% lower than in 1982 (Table 2).

- The male populace travelled to Canada at a slightly higher rate (21.0%) than the female populace (20.0%).

- The female populace indicated the largest increase in travel rates (11.1%) over 1982 while the travel rate of males declined 12.5%.

- Householders in the 35-49 years of age group continue to travel at a higher rate than the rest of the population.

- This group travelled at a rate 15.4% higher than in 1982.

- Householders with incomes of $15,000 or more travel to Canada at higher rates (31.0%) than those earning less.

- The rate of travel of householders in the $25,000 plus income bracket declined by 25.8%.

- Household heads with post high school education travelled at higher rates (25.0%) compared with those with less education.

- Household heads with less than high school education travelled at a rate 18.2% higher than in 1982.

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TABLE 2
HAVE YOU OR HOUSEHOLD HEADS TAKEN ANY VACATIONS IN CANADA?
1978-1983
(1981 N=1001) (1982 N=1002) (1983 N=1000)

POPULATION CHARACTERISTICS:	1978	1979	1980	1981	1982	1983	% CHANGE 1982/1983
STATE TOTAL:	20.0	17.0	20.0	18.0	21.0	20.0	-4.8%
SEX:							
MALE ADULT POPULATION	22.0	17.0	21.0	18.0	24.0	21.0	-12.5%
FEMALE ADULT POPULATION	18.0	17.0	18.0	17.0	18.0	20.0	11.1%
AGE:							
HOUSEHOLD HEAD 18-34 YEARS	25.0	19.0	23.0	21.0	21.0	21.0	0.0%
HOUSEHOLD HEAD 35-49 YEARS	22.0	22.0	25.0	22.0	26.0	30.0	15.4%
HOUSEHOLD HEAD 50-64 YEARS	20.0	17.0	19.0	17.0	21.0	18.0	-14.3%
HOUSEHOLD HEAD 65+	10.0	9.0	10.0	9.0	14.0	12.0	-14.3%
INCOME:							
HOUSEHOLD INCOME UNDER $9,999	*	*	13.0	13.0	14.0	15.0	7.1%
HOUSEHOLD INCOME $10,000-14,999	*	*	22.0	12.0	17.0	18.0	5.9%
HOUSEHOLD INCOME $15,000-24,999	*	*	22.0	18.0	21.0	24.0	14.3%
HOUSEHOLD INCOME $25,000+	*	*	32.0	27.0	31.0	23.0	-25.8%
EDUCATION:							
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	13.0	8.0	7.0	9.0	11.0	13.0	18.2%
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	19.0	18.0	18.0	15.0	21.0	19.0	-9.5%
HOUSEHOLD WITH POST-HIGH SCHOOL	25.0	22.0	28.0	23.0	26.0	25.0	-3.8%

* DATA INCOMPATIBLE WITH CURRENT GROUPINGS

C) Travel to Other Provinces (See Table 3)

- The frequency of visitation to Manitoba in 1983 by surveyed North Dakota households has decreased 11.8% from 1982 rates.

- The rate of travel to Ontario remains unchanged since 1980.

- The rate of travel to Saskatchewan has increased 25.0%.

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TABLE 3
VACATION AND PLEASURE TRAVEL TO OTHER PROVINCES
BY NORTH DAKOTA HOUSEHOLDS, 1978 - 1981
(1981 & 1982 N=1002) (1983 N=1000)

PROVINCE/YEAR	1978	1979	1980	1981	1982	1983	% CHANGE 1982/1983
MANITOBA	16.0%	13.0%	15.0%	15.0%	17.0%	15.0%	-11.8%
ONTARIO	2.0%	1.0%	2.0%	2.0%	2.0%	2.0%	0.0%
QUEBEC	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
SASKATCHEWAN	4.0%	5.0%	4.0%	4.0%	4.0%	5.0%	25.0%
ALBERTA	2.0%	1.0%	2.0%	1.0%	2.0%	2.0%	0.0%
BRITISH COLUMBIA	1.0%	1.0%	1.0%	1.0%	2.0%	1.0%	-50.0%
VISITED CANADA *	20.0%	17.0%	20.0%	18.0%	21.0%	20.0%	-4.8%

* DOES NOT SUM BECAUSE OF MULTIPLE-PROVINCE VISITS

D) Travel to Manitoba

- North Dakotan household travel to Manitoba decreased 11.8% from travel rates in 1982. (Table 4).

- The adult male populace travelled at rates 21.1% less than in 1982 while the rate of travel of the adult female populace declined only 6.7%.

- The highest rate of travel to Manitoba by vacationing North Dakotans in 1983 was by the 35-49 years of age group (23.0%).

- Households with incomes of $15,000 and greater travelled to Manitoba at higher rates than lower income groups.

- The only growth in travel rates was in the $10,000 - $14,999 income group.

- Household heads with post high school education exhibited the highest rate of travel (20.0%).

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TABLE 4

WHICH CANADIAN PROVINCE WERE VISITED?
(i.e. MANITOBA), 1978-1983
(1981 N=1001) (1982 N=1002) (1983 N=1000)

POPULATION CHARACTERISTICS:	1978	1979	1980	1981	1982	1983	% CHANGE 1982/1983
STATE TOTAL:	16.0	13.0	15.0	15.0	17.0	15.0	-11.8%
SEX:							
MALE ADULT POPULATION	19.0	12.0	17.0	16.0	19.0	15.0	-21.1%
FEMALE ADULT POPULATION	13.0	13.0	13.0	14.0	15.0	14.0	-6.7%
AGE:							
HOUSEHOLD HEAD 18-34 YEARS	20.0	15.0	18.0	18.0	19.0	17.0	-10.5%
HOUSEHOLD HEAD 35-49 YEARS	19.0	17.0	20.0	19.0	24.0	23.0	-4.2%
HOUSEHOLD HEAD 50-64 YEARS	17.0	11.0	13.0	13.0	15.0	13.0	-13.3%
HOUSEHOLD HEAD 65+	6.0	6.0	7.0	7.0	11.0	6.0	-45.5%
INCOME:							
HOUSEHOLD INCOME UNDER $9,999	*	*	10.0	10.0	11.0	10.0	-9.1%
HOUSEHOLD INCOME $10,000-14,999	*	*	16.0	10.0	11.0	13.0	18.2%
HOUSEHOLD INCOME $15,000-24,999	*	*	18.0	16.0	20.0	18.0	-10.0%
HOUSEHOLD INCOME $25,000+	*	*	22.0	24.0	25.0	17.0	-32.0%
EDUCATION:							
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	9.0	5.0	5.0	7.0	8.0	8.0	0.0%
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	15.0	11.0	15.0	13.0	16.0	12.0	-25.0%
HOUSEHOLD WITH POST-HIGH SCHOOL	22.0	18.0	21.0	20.0	21.0	20.0	-4.8%

* DATA INCOMPATIBLE WITH CURRENT GROUPINGS

Travel to Manitoba Only

- Heads of North Dakota households who indicated visiting Canada accounted for about 20.0% of the survey.

- North Dakotan household heads visiting Mantioba counted for 15.0%.

- North Dakotan household heads visiting Manitoba exclusively decreased to 11.0% (Table 5).

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TABLE 5

WHICH CANADIAN PROVINCE WERE VISITED?
MANITOBA ONLY, 1978-1983
(1981 N=1001) (1982 N=1002) (1983 N=1000)

POPULATION CHARACTERISTICS:	1979	1980	1981	1982	1983	% CHANGE 1982/1983
STATE TOTAL:	10.0	12.0	10.0	13.0	11.0	-15.4%
SEX:						
MALE ADULT POPULATION	9.0	13.0	10.0	15.0	12.0	-20.0%
FEMALE ADULT POPULATION	11.0	11.0	11.0	12.0	11.0	-8.3%
AGE:						
HOUSEHOLD HEAD 18-34 YEARS	12.0	15.0	15.0	14.0	14.0	0.0%
HOUSEHOLD HEAD 35-49 YEARS	14.0	15.0	13.0	15.0	17.0	13.3%
HOUSEHOLD HEAD 50-64 YEARS	8.0	11.0	6.0	13.0	9.0	-30.8%
HOUSEHOLD HEAD 65+	4.0	6.0	5.0	9.0	5.0	-44.4%
INCOME:						
HOUSEHOLD INCOME UNDER $9,999	*	9.0	10.0	8.0	10.0	25.0%
HOUSEHOLD INCOME $10,000-14,999	*	13.0	8.0	10.0	10.0	0.0%
HOUSEHOLD INCOME $15,000-24,999	*	13.0	10.0	15.0	15.0	0.0%
HOUSEHOLD INCOME $25,000+	*	17.0	15.0	19.0	11.0	-42.1%
EDUCATION:						
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	4.0	4.0	5.0	5.0	7.0	40.0%
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	9.0	12.0	9.0	13.0	11.0	-15.4%
HOUSEHOLD WITH POST-HIGH SCHOOL	14.0	16.0	13.0	16.0	14.0	-12.5%

* DATA INCOMPATIBLE WITH CURRENT GROUPINGS

E) Market Share

- Manitoba's market share of vacation and/or pleasure trips taken by those North Dakota households who travelled to Canada was 73.0%, a decrease of 9.8% from 1982 (Table 6).

- Likewise, Manitoba's market share decreased in most age/sex/income/education categories in the survey population.

- The exception is the income group of $10,000 to $14,000 which indicated increases of 10.9% from 1982.

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TABLE 6

MANITOBA MARKET SHARE OF VACATION/PLEASURE TRIPS
BY NORTH DAKOTA HOUSEHOLDS TO CANADA, 1978-1983
(1978 N=200, 1979 N=170, 1980 N=200, 1981 N=180, 1982 N=208, 1983 N=204)

POPULATION CHARACTERISTICS:	1978	1979	1980	1981	1982	1983	% CHANGE 1982/1983
STATE TOTAL:	80.0	76.0	75.0	83.0	81.0	73.0	-9.8%
SEX:							
MALE ADULT POPULATION	86.0	71.0	81.0	89.0	81.0	75.0	-7.4%
FEMALE ADULT POPULATION	72.0	76.0	72.0	82.0	81.0	72.0	-11.1%
AGE:							
HOUSEHOLD HEAD 18-34 YEARS	83.0	79.0	76.0	86.0	78.0	78.0	0.0%
HOUSEHOLD HEAD 35-49 YEARS	86.0	77.0	80.0	86.0	93.0	76.0	-18.3%
HOUSEHOLD HEAD 50-64 YEARS	85.0	65.0	68.0	76.0	71.0	71.0	0.0%
HOUSEHOLD HEAD 65+	60.0	67.0	70.0	78.0	82.0	54.0	-34.1%
INCOME:							
HOUSEHOLD INCOME UNDER $9,999	*	*	77.0	77.0	77.0	68.0	-11.7%
HOUSEHOLD INCOME $10,000-14,999	*	*	73.0	83.0	64.0	71.0	10.9%
HOUSEHOLD INCOME $15,000-24,999	*	*	82.0	89.0	92.0	76.0	-17.4%
HOUSEHOLD INCOME $25,000+	*	*	69.0	89.0	81.0	75.0	-7.4%
EDUCATION:							
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	69.0	63.0	71.0	78.0	68.0	57.0	-16.2%
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	79.0	61.0	83.0	87.0	79.0	67.0	-15.2%
HOUSEHOLD WITH POST-HIGH SCHOOL	88.0	82.0	75.0	87.0	84.0	80.0	-4.8%

* DATA INCOMPATIBLE WITH CURRENT GROUPINGS

F) Advertising

- The Department of Economic Development and Tourism undertakes promotion and advertising to attract larger portions of tourists from the United States and Canada to Manitoba and to generate an awareness of the various activities and events the province has to offer.

- One of the main advertising market regions for this promotional and advertising campaign has been the State of North Dakota.

- In 1979, two additional questions were added to the North Dakota Survey to determine:

  i) how effective the campaign has been (Table 7) and
  ii) through what type of media the campaign was primarily acknowledge (Table 8).

- In 1983, 76.0% of the surveyed households reported seeing/hearing advertising for the Province of Manitoba (Table 7).

- The largest proportions of those acknowledging exposure to the promotional campaign were:

  . adult males (80.0%)
  . household heads 35-49 years of age (84.0%)
  . annual income of $15,000 or more (84.0%)
  . post high School education (84.0%)

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TABLE 7

HAVE YOU SEEN/HEARD ANY ADVERTISING FOR MANITOBA, 1979-1983?

POPULATION CHARACTERISTICS:	1979 YES	1979 NO	1980 YES	1980 NO	1981 YES	1981 NO	1982 YES	1982 NO	1983 YES	1983 NO
STATE TOTAL:	63.0	37.0	64.0	36.0	71.0	28.0	72.0	28.0	76.0	23.0
SEX:										
MALE ADULT POPULATION	67.0	33.0	68.0	32.0	77.0	23.0	75.0	25.0	80.0	20.0
FEMALE ADULT POPULATION	61.0	39.0	60.0	40.0	68.0	32.0	70.0	30.0	74.0	26.0
AGE:										
HOUSEHOLD HEAD 18-34 YEARS	72.0	28.0	66.0	34.0	77.0	23.0	78.0	22.0	83.0	18.0
HOUSEHOLD HEAD 35-49 YEARS	72.0	28.0	68.0	32.0	78.0	22.0	76.0	24.0	84.0	16.0
HOUSEHOLD HEAD 50-64 YEARS	60.0	40.0	62.0	38.0	72.0	27.0	73.0	27.0	73.0	27.0
HOUSEHOLD HEAD 65+	44.0	56.0	54.0	46.0	56.0	44.0	55.0	45.0	61.0	39.0
INCOME:										
HOUSEHOLD INCOME UNDER $9,999	*	*	57.0	44.0	62.0	38.0	59.0	41.0	60.0	40.0
HOUSEHOLD INCOME $10,000-14,999	*	*	65.0	35.0	75.0	24.0	68.0	32.0	75.0	25.0
HOUSEHOLD INCOME $15,000-24,999	*	*	68.0	32.0	75.0	24.0	79.0	21.0	84.0	16.0
HOUSEHOLD INCOME $25,000+	*	*	74.0	26.0	81.0	19.0	81.0	19.0	84.0	16.0
EDUCATION:										
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	44.0	56.0	41.0	59.0	53.0	47.0	50.0	50.0	57.0	43.0
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	64.0	36.0	68.0	32.0	71.0	28.0	73.0	28.0	79.0	21.0
HOUSEHOLD WITH POST-HIGH SCHOOL	75.0	25.0	74.0	26.0	82.0	18.0	82.0	18.0	84.0	16.0

* DATA INCOMPATIBLE WITH CURRENT GROUPINGS.

- Television continues to be the primary advertising media that respondents indicate as the source of promotion awareness (51.0%) (Table 8).

- Newspaper is the second major source (32.0%) although this medium has indicated a declining share of contact from 1982.

- The largest proportion of television advertising was seen by:

  . adult males (54.0%)
  . 18-34 years of age group (61.0%)
  . annual incomes $15,000 and greater
  . post-high school education

- Newspaper reached a higher proportion of:

  . adult females (32.0%)
  . slightly older respondents, 35-49 years of age group (40.0%)

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TABLE 8
WHERE DID YOU SEE THIS ADVERTISING, 1982 - 1983

TYPE OF ADVERTISING:	STATE TOTAL:	SEX: MALE	SEX: FEMALE	AGE: 18-34	AGE: 35-49	AGE: 50-64	AGE: 65+	INCOME: LESS THAN $9,999	INCOME: $10,000- $14,999	INCOME: $15,000- $24,999	INCOME: $25,000 +	EDUCATION: NOT GRADUATE	EDUCATION: HIGH SCHOOL	EDUCATION: POST HIGH SCHOOL
1982														
TELEVISION	50.0	54.0	47.0	59.0	54.0	44.0	32.0	40.0	44.0	59.0	57.0	32.0	49.0	60.0
NEWSPAPER	36.0	33.0	39.0	31.0	44.0	42.0	31.0	26.0	31.0	40.0	46.0	24.0	34.0	44.0
RADIO	22.0	27.0	18.0	28.0	24.0	19.0	8.0	18.0	17.0	24.0	26.0	9.0	21.0	29.0
MAGAZINE	19.0	17.0	20.0	19.0	25.0	18.0	14.0	14.0	12.0	24.0	24.0	13.0	18.0	23.0
HIGHWAY BILLBOARD	10.0	13.0	7.0	15.0	10.0	5.0	5.0	6.0	9.0	13.0	12.0	3.0	9.0	14.0
NEWSPAPER SUPPLEMENT	6.0	7.0	6.0	6.0	7.0	9.0	3.0	4.0	1.0	9.0	9.0	4.0	6.0	8.0
BROCHURES/PAMPHLETS/ TRAVEL FOLDERS	2.0	1.0	2.0	1.0	2.0	3.0	2.0	1.0	3.0	1.0	3.0	1.0	2.0	2.0
OTHER MENTIONS	1.0	1.0	1.0	2.0	*	*	*	1.0	*	*	2.0	*	*	1.0
1983														
TELEVISION	51.0	54.0	48.0	61.0	55.0	45.0	32.0	34.0	56.0	58.0	58.0	40.0	53.0	54.0
NEWSPAPER	32.0	31.0	32.0	30.0	40.0	35.0	23.0	19.0	26.0	37.0	39.0	19.0	29.0	39.0
RADIO	17.0	23.0	12.0	22.0	21.0	15.0	5.0	10.0	10.0	19.0	23.0	11.0	19.0	18.0
MAGAZINE	20.0	21.0	20.0	19.0	23.0	19.0	20.0	16.0	21.0	23.0	21.0	11.0	22.0	23.0
HIGHWAY BILLBOARD	6.0	8.0	5.0	8.0	9.0	4.0	2.0	2.0	4.0	11.0	7.0	2.0	4.0	10.0
NEWSPAPER SUPPLEMENT	10.0	10.0	10.0	10.0	13.0	11.0	7.0	6.0	8.0	14.0	13.0	4.0	10.0	13.0
SPORTS/BOATSHOW/FAIR	1.0	2.0	1.0	1.0	2.0	2.0	*	*	*	2.0	2.0	*	*	3.0
SHOPPING CENTRE/MALL	1.0	1.0	1.0	1.0	1.0	1.0	1.0	*	1.0	1.0	2.0	*	2.0	1.0
BROCHURES/PAMPHLETS/ TRAVEL FOLDERS	1.0	1.0	1.0	1.0	*	1.0	2.0	1.0	1.0	1.0	1.0	2.0	0.0	1.0
OTHER MENTIONS	2.0	3.0	2.0	3.0	3.0	2.0	2.0	3.0	3.0	2.0	3.0	2.0	2.0	3.0

* LESS THAN 1%

- In the spring of 1982, Travel Manitoba had a colourful brochure listing festivals and special events in Manitoba included in many North Dakota newspapers.

- In the 1982 survey three more questions were added to the North Dakota Survey to determine:

  i) the effectiveness of this brochure

  ii) the utility of this brochure

- About 37.0% of North Dakotan household members surveyed did recall seeing the Travel Manitoba brochure. (Table 9)

- Of those household members surveyed only 6.0% kept the brochure and only 2.0% used the brochure in planning a vacation or took it along on a trip.

TABLE 9

LAST SPRING A COLOURFUL BROCHURE THAT LISTED FESTIVALS AND SPECIAL EVENTS IN MANITOBA WAS INCLUDED IN MANY NORTH DAKOTA NEWSPAPERS.
DID YOU OR ANY MEMBER OF YOUR HOUSEHOLD KEEP THAT BROCHURE, ... OR NOT?
DID YOU OR ANY MEMBER OF YOUR HOUSEHOLD USE THAT BROCHURE IN ANY WAY,
EITHER TO SEE WHAT WAS HAPPENING WHEN DECIDING TO GO ON A TRIP OR VACATION,...
... OR TAKE IT ALONG ON A TRIP OR VACATION TO MANITOBA?

	STATE	SEX:		AGE:				INCOME:				EDUCATION:		
TYPE OF ADVERTISING:	TOTAL:	MALE	FEMALE	18-34	35-49	50-64	65+	LESS THAN $9,999	$10,000-$14,999	$15,000-$24,999	$25,000 +	NOT GRADUATE	HIGH SCHOOL	POST HIGH SCHOOL
DO RECALL SEEING BROCHURE	37.0	42.0	33.0	34.0	42.0	43.0	32.0	23.0	33.0	40.0	45.0	30.0	36.0	41.0
YES-DID KEEP BROCHURE	6.0	6.0	7.0	7.0	8.0	7.0	5.0	5.0	4.0	8.0	7.0	3.0	4.0	9.0
-YES-DID USE	2.0	2.0	3.0	3.0	3.0	2.0	0.0	1.0	1.0	3.0	2.0	0.0	1.0	4.0
-NO-DID NOT USE	4.0	4.0	4.0	3.0	5.0	5.0	2.0	4.0	2.0	5.0	5.0	2.0	3.0	3.0
NO-DID NO KEEP BROCHURE	31.0	36.0	27.0	28.0	34.0	36.0	29.0	18.0	29.0	31.0	38.0	27.0	32.0	32.0
DO NOT RECALL SEEING	63.0	58.0	67.0	66.0	58.0	57.0	68.0	77.0	67.0	60.0	55.0	70.0	64.0	59.0

INCIDENCE OF VACATION/PLEASURE TRIPS TO MANITOBA BY NORTH DAKOTA HOUSEHOLD MEMBERS

- Based on the assumption that Manitoba's travel advertising campaign served to attract North Dakota household member visitation in the previous twelve months: (Table 10).

I. SAW ADVERTISING

- In 1983, 16.9% of the North Dakota household members who recalled seeing/hearing Manitoba's travel advertising visited Manitoba in the past twelve months.

- Of those who saw/heard the travel advertising in 1983, high visitation rates were recorded among the following socio-economic groups:

  . Adult female populace (17.3%)
  . Household head 35 - 49 years (24.0%)
  . Household income $15,000 - $24,999 (19.9%)
  . Household head with post high school education (20.6%)

II. DID NOT SEE ADVERTISING

- In 1983, 8.5% of North Dakota household members who did not recall seeing/hearing advertising visited Manitoba in the previous twelve months.

- Of those who did not recall seeing/hearing any advertising in Manitoba, high visitation rates were recorded among the following socio-economic groups:

  . Adult male populace (11.8%)

  . Household heads 18-34 years of age (16.7%)

  . Household income $10,000 - $14,999 (14.7%) and also Household income $25,000 and more (14.6%)

  . Household head with post high school education (15.8%)

- Overall, Manitoba's travel advertising was more effective in encouraging North Dakota residents to travel to Manitoba.

08-Nov-83

TABLE 10

IN THE LAST TWELVE MONTHS, HAS ANYONE IN YOUR HOUSEHOLD TAKEN A VACATION OR PLEASURE TRIP IN WHICH THE CANADIAN PROVINCE OF MANITOBA WAS VISITED?

	SAW ADVERTISING (% VISITED MANITOBA)			DID NOT SEE ADVERTISING (% VISITED MANITOBA)			ADVERTISING IMPACT RATIO *		
POPULATION:	1981	1982	1983	1981	1982	1983	1981	1982	1983
STATE TOTAL:	16.7	19.5	16.9%	10.6	9.7	8.5%	1.58	2.01	2.29
SEX:									
MALE ADULT POPULATION	17.4	22.1	16.4%	11.5	10.1	11.8%	1.51	2.19	1.88
FEMALE ADULT POPULATION	15.8	17.3	17.3%	10.2	9.4	6.7%	1.55	1.84	2.60
AGE:									
HOUSEHOLD HEAD 18-34 YEARS	18.6	19.4	16.7%	17.6	6.9	16.7%	1.06	2.81	1.16
HOUSEHOLD HEAD 35-49 YEARS	21.0	25.3	24.0%	10.6	19.6	15.2%	1.98	1.29	1.67
HOUSEHOLD HEAD 50-64 YEARS	13.3	16.4	15.8%	11.3	11.5	3.8%	1.18	1.43	4.35
HOUSEHOLD HEAD 65+	9.2	15.9	9.0%	4.2	5.7	2.5%	2.19	2.79	6.28
INCOME:									
HOUSEHOLD INCOME UNDER $9,999	9.4	14.0	13.8%	11.7	5.7	5.4%	0.80	2.46	2.59
HOUSEHOLD INCOME $10,000-14,999	12.6	13.4	11.9%	2.4	6.5	14.7%	5.25	2.06	0.91
HOUSEHOLD INCOME $15,000-24,999	18.3	21.2	19.9%	11.1	14.0	7.3%	1.65	1.51	2.90
HOUSEHOLD INCOME $25,000+	24.6	26.5	17.4%	19.6	20.0	14.6%	1.26	1.33	1.82
EDUCATION:									
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	8.5	9.9	10.1%	4.3	5.4	4.4%	1.98	1.83	2.23
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	14.7	17.9	14.1%	8.4	12.1	6.2%	1.75	1.48	2.91
HOUSEHOLD WITH POST-HIGH SCHOOL	20.1	23.2	20.6%	20.0	13.6	15.8%	1.01	1.71	1.47

* CALCULATED BY DIVIDING THE PERCENT WHO VISITED AMONG THOSE RECALLING ADVERTISING

VISITOR MARKET TARGETING

- This section traces the efficiency of targeting Manitoba's travel advertising at specific target markets in 1983 in comparison to 1982. (Table II)

- The target ratio is based on the assumption that all household members who visited Manitoba in both years were intent upon coming regardless of the advertising campaign.

- This enables one to determine where improvements can be made in targeting the potential visitor.

- Manitoba's travel advertising was less efficient in 1983 than it was in 1982.

- Restated, Manitoba's travel advertising reached a larger proportion of people who did not visit Manitoba in 1983 than in 1982.

- Lower target success was indicated in all but the following socio-economic groups where increased response rates were recorded:

  . Adult female populace (88.0%)
  . Household heads 50-64 years of age (92.0%)
  . Household income $15,000 - $24,999 (93.6%)
  . Household head with only high school education (89.7%)

08-Nov-83

TABLE 11
VISITOR MARKET TARGETTING

	VISITED MANITOBA IN LAST 12 MONTHS ($ SAW ADVERTISING)			DID NOT VISIT MANITOBA LAST 12 MONTHS ($ SAW ADVERTISING)			TARGET RATIO		
POPULATION:	1981	1982	1983	1981	1982	1983	1981	1982	1983
STATE TOTAL:	79.7	83.9	86.6	70.2	69.8	74.7	1.14	1.20	1.16
SEX:									
MALE ADULT POPULATION	83.6	86.9	84.8	75.8	72.4	79.2	1.10	1.20	1.07
FEMALE ADULT POPULATION	76.5	81.0	88.0	66.3	67.8	71.4	1.15	1.19	1.23
AGE:									
HOUSEHOLD HEAD 18-34 YEARS	78.3	90.9	82.5	77.1	75.5	82.5	1.02	1.20	1.00
HOUSEHOLD HEAD 35-49 YEARS	87.2	80.0	89.6	75.3	74.2	82.9	1.16	1.08	1.08
HOUSEHOLD HEAD 50-64 YEARS	76.0	79.3	92.0	72.5	71.8	70.7	1.05	1.10	1.30
HOUSEHOLD HEAD 65+	73.3	77.3	84.6	54.2	52.0	59.0	1.35	1.49	1.43
INCOME:									
HOUSEHOLD INCOME UNDER $9,999	57.7	78.3	78.9	63.2	57.2	57.3	0.91	1.37	1.38
HOUSEHOLD INCOME $10,000-14,999	94.1	81.3	70.6	73.0	66.1	75.4	1.29	1.23	0.94
HOUSEHOLD INCOME $15,000-24,999	82.9	85.4	93.6	73.9	77.9	82.3	1.12	1.10	1.14
HOUSEHOLD INCOME $25,000+	84.8	83.9	86.3	79.8	80.1	83.6	1.06	1.05	1.03
EDUCATION:									
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	68.8	64.7	75.0	51.5	48.5	55.4	1.34	1.33	1.35
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	81.6	80.0	89.7	70.3	71.9	77.7	1.16	1.11	1.15
HOUSEHOLD WITH POST-HIGH SCHOOL	82.4	88.9	87.2	82.3	80.7	82.2	1.00	1.10	1.06

ACTIVITIES WHILE VISITING MANITOBA

- In the 1982 survey an additional question was added to the survey to determine the activities of respondents while in Manitoba.

- In the 1983 survey this question was asked again with some answer categories revised slightly.

- The main activity of North Dakota visitors to Manitoba in 1983 was sightseeing in Winnipeg (71.1%).

- The main activity of North Dakota visitors to Manitoba in 1982 was sightseeing in general (78.65). This amount somewhat distorts the results as the multiple response of Winnipeg and rural sightseeing are combined.

- Of the North Dakotan visiting Manitoba in 1983, 57.0% shopped while in Manitoba, a decrease of 7.8% from 1982.

- The third ranking activities are a group of activities with participation rates of between 25% - 40%, these include:

    . attenting special events/festivals
    . boating/canoeing/sailing
    . camping
    . swimming at beaches/pool
    . attending horseraces
    . hiking
    . fishing

17-Nov-83

TABLE 12

WHILE IN MANITOBA, WHICH ACTIVITIES DID YOU PARTICIPATE IN:
ACTIVITIES OF NORTH DAKOTA HOUSEHOLD MEMBERS WHILE IN MANITOBA.

ACTIVITIES:	1982	1983	% CHANGE
-VISITED MANITOBA (STATE TOTAL)	17%	15%	-11.8%
-SIGHTSEEING/VISITING WINNIPEG (3)	*	71.1%	*
-SIGHTSEEING/VISITING (1982) (3)	78.6%	*	*
-SHOPPING	61.9%	57.0%	-7.8%
-SIGHTSEEING RURAL AREAS (3)	*	56.4%	*
-ATTEND FESTIVALS/SPECIAL EVENTS	28.0%	41.6%	48.7%
-BOATING/CANOEING/SAILING	30.4%	40.3%	32.6%
-CAMPING	26.2%	34.2%	30.7%
-SWIMMING AT BEACHES OR POOL	26.2%	34.2%	30.7%
-ATTENDED THE HORCERACES	37.5%	34.2%	-8.7%
-HIKING	14.9%	26.2%	75.9%
-FISHING	22.0%	24.8%	12.8%
-VISITED FRIENDS OR RELATIVES	18.5%	12.1%	-34.5%
-ATTEND CONFERENCE/CONVENTION (1) (2)	4.2%	*	*
-NONE OF THE ABOVE MENTIONED (2)	3.0%	1.3%	0.0%

(1) CATEGORY USED ONLY IN 1982 SURVEY
(2) DUE TO ROUNDING 0.0 MAY MEAN LESS THAN 0.5%.
(3) CATEGORY COMBINES WINNIPEG AND RURAL SIGHTSEEING IN 1982 SURVEY BUT SEPARATES THE TWO ACTIVITIES IN THE 1983 SURVEY.

APPENDIX

PROBE NORTH DAKOTA DATA

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN A VACATION OR PLEASURE TRIP IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE, ... OR NOT?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
YES - HAVE	80%	80%	80%	86%	84%	88%	80%	64%	67%	77%	88%	60%	68%	73%	85%	92%
NO - HAVE NOT	20%	20%	20%	14%	16%	12%	20%	36%	33%	23%	12%	40%	32%	27%	15%	8%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1000	427	573	114	264	212	199	201	209	313	474	77	106	175	262	351

PROBE NORTH DAKOTA - A TELEPHONE SURVEY OF NORTH DAKOTA ADULTS - SEPTEMBER 1983

DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP, ... OR NOT?
WHICH OF THE CANADIAN PROVINCES WERE VISITED IN THE LAST TWELVE MONTHS?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
DID GO TO CANADA	20%	21%	20%	25%	21%	30%	18%	12%	13%	19%	25%	12%	19%	19%	24%	23%
• MANITOBA	15%	15%	14%	20%	15%	23%	13%	6%	8%	12%	20%	8%	12%	13%	18%	17%
• SASKATCHEWAN	5%	6%	5%	4%	5%	9%	5%	3%	5%	4%	6%	3%	3%	7%	3%	8%
• ALBERTA	2%	1%	2%		2%	1%	3%	2%	*	2%	1%		1%		2%	2%
• BRITISH COLUMBIA	1%	1%	1%	1%	1%	1%		1%	*	1%	1%	1%			2%	*
• ONTARIO	2%	2%	3%	3%	2%	3%	3%	1%	*	2%	3%	1%	1%	1%	3%	4%
• QUEBEC	*	*	*	1%		1%			*		*	1%	1%			*
• OTHER MENTIONS	*		*	1%	*						*					1%
DID NOT GO TO CANADA	80%	80%	80%	83%	83%	89%	82%	92%	93%	89%	84%	88%	90%	86%	81%	89%
HAVE NOT TAKEN A VACATION	20%	20%	20%	14%	16%	12%	20%	36%	33%	23%	12%	40%	32%	27%	15%	8%
TOTAL	105%	105%	105%	107%	104%	108%	106%	102%	101%	103%	108%	103%	100%	103%	105%	109%
BASE FOR PERCENTAGES	1000	427	573	114	264	212	109	201	209	313	474	77	106	135	262	301

NOW I'M GOING TO READ SOME DIFFERENT ACTIVITIES PEOPLE CAN DO IN MANITOBA.
FOR EACH ONE PLEASE TELL ME IF ON THE LAST TRIP TO MANITOBA, YOU OR HOUSEHOLD MEMBERS DID THAT ACTIVITY WHILE IN MANITOBA?

	STATE TOTAL	SEX: MEN	SEX: WOMEN	AGE: UNDER 25	AGE: 25-34	AGE: 35-49	AGE: 50-64	AGE: 65 & OVER	EDUCATION: NOT GRAD	EDUCATION: HS GRAD	EDUCATION: POST HS	INCOME: UNDER $5000	INCOME: 5000 9999	INCOME: 10000 14999	INCOME: 15000 24999	INCOME: 25000 OVER
DID GO TO CANADIAN PROVINCE OF MANITOBA	15%	15%	14%	20%	15%	23%	13%	6%	8%	12%	20%	9%	12%	13%	18%	17%
. SIGHTSEEING, VISITING WINNIPEG	11%	10%	11%	18%	10%	15%	10%	4%	6%	9%	14%	6%	9%	7%	13%	11%
. SHOPPING	8%	8%	9%	15%	10%	11%	7%	3%	3%	6%	12%	5%	5%	7%	12%	10%
. SIGHTSEEING RURAL AREAS	8%	10%	7%	15%	7%	12%	8%	3%	5%	7%	11%	6%	8%	7%	10%	9%
. ATTENDED FESTIVALS OR SPECIAL EVENTS	6%	5%	7%	8%	9%	8%	5%	2%	2%	5%	8%	4%	7%	7%	8%	6%
. BOATING, CANOEING, OR SAILING	6%	6%	6%	7%	7%	8%	6%	3%	3%	4%	8%	4%	4%	5%	5%	8%
. CAMPING	5%	6%	5%	7%	9%	5%	4%	1%	3%	4%	7%	1%	2%	4%	6%	6%
. SWIMMING AT BEACHES OR IN POOLS	5%	4%	6%	8%	6%	10%	2%	1%	2%	4%	7%	1%	5%	5%	7%	5%
. ATTENDED THE HORSERACES	5%	5%	5%	9%	7%	6%	5%	1%	3%	4%	7%	4%	3%	3%	6%	7%
. HIKING	4%	4%	4%	4%	5%	7%	2%	1%		5%	5%	1%	2%	4%	5%	4%
. FISHING	4%	4%	3%	5%	4%	5%	4%	1%	2%	3%	5%	1%	2%	4%	4%	5%
. VISITED FRIENDS OR RELATIVES	2%	2%	2%	3%	2%	2%	2%	1%	1%	1%	2%		2%	2%	3%	1%
. NONE OF THE ABOVE MENTIONED	*	*	*		*	*				1%				1%	*	
DID NOT GO TO CANADIAN PROVINCE OF MANITOBA	5%	5%	6%	3%	6%	7%	5%	5%	6%	6%	5%	4%	6%	5%	6%	6%
DID NOT GO TO CANADA	60%	60%	60%	63%	63%	58%	62%	52%	53%	59%	64%	49%	50%	54%	41%	59%
HAVE NOT TAKEN A VACATION	20%	20%	20%	14%	16%	12%	20%	34%	33%	23%	12%	40%	32%	27%	15%	8%
TOTAL	165%	164%	165%	196%	173%	190%	142%	124%	131%	153%	197%	135%	149%	157%	180%	172%
BASE FOR PERCENTAGES	1000	427	573	114	244	212	199	201	209	313	474	77	106	135	242	331

PROBE NORTH DAKOTA - A TELEPHONE SURVEY OF NORTH DAKOTA ADULTS - SEPTEMBER 1983

HOW LIKELY IS IT THAT YOU OR A MEMBER OF YOUR HOUSEHOLD WILL TAKE A VACATION OR PLEASURE TRIP TO WINNIPEG OR SOME OTHER PLACE IN MANITOBA SOMETIME DURING THE REST OF 1983, ...
WOULD YOU SAY IT IS VERY LIKELY, ... SOMEWHAT LIKELY, ... NOT TOO LIKELY, ... OR NOT AT ALL LIKELY?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 9999	10000 14999	15000 24999	25000 OVER
VERY LIKELY	11%	11%	11%	13%	14%	11%	12%	7%	7%	12%	12%	3%	12%	8%	15%	12%
SOMEWHAT LIKELY	10%	11%	10%	16%	10%	13%	10%	6%	8%	12%	10%	5%	9%	12%	10%	12%
NOT TOO LIKELY	17%	18%	16%	24%	19%	17%	17%	11%	16%	13%	19%	14%	10%	13%	16%	20%
NOT AT ALL LIKELY	61%	59%	62%	51%	58%	58%	60%	74%	66%	62%	58%	71%	66%	65%	58%	55%
DON'T KNOW/NO IDEA	1%	*	1%		*	1%	1%	1%	3%	1%		3%	2%	1%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1000	427	573	114	264	212	199	201	209	313	474	77	106	135	262	301

PROBE NORTH DAKOTA - A TELEPHONE SURVEY OF NORTH DAKOTA ADULTS - SEPTEMBER 1985

HAVE YOU SEEN OR HEARD ANY ADVERTISING FOR THE CANADIAN PROVINCE OF MANITOBA THIS PAST SUMMER, OR NOT?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
YES - SEEN/HEARD ADVERTISING	76%	80%	74%	76%	85%	84%	73%	61%	57%	79%	84%	55%	67%	75%	84%	84%
NO - NOT SEEN/HEARD ADVERTISING	25%	20%	26%	24%	15%	16%	27%	39%	43%	21%	16%	45%	37%	25%	16%	16%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1000	427	573	114	264	212	199	201	209	313	474	77	106	135	242	201

HAVE YOU SEEN OR HEARD ANY ADVERTISING FOR THE CANADIAN PROVINCE OF MANITOBA THIS PAST SUMMER, OR NOT?
WHERE DID YOU SEE THIS ADVERTISING?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
YES - SEEN ADVERTISING	76%	80%	74%	76%	85%	84%	73%	61%	57%	79%	84%	55%	63%	75%	84%	84%
. TELEVISION	51%	54%	48%	57%	63%	55%	45%	32%	40%	53%	54%	36%	33%	56%	58%	59%
. NEWSPAPER	32%	31%	32%	25%	31%	40%	35%	23%	19%	29%	39%	17%	20%	26%	37%	39%
. MAGAZINE	20%	21%	20%	16%	20%	23%	19%	20%	11%	22%	23%	17%	15%	1%	23%	21%
. RADIO	17%	23%	12%	21%	22%	21%	15%	5%	11%	19%	18%	12%	10%	.0%	19%	23%
. NEWSPAPER SUPPLEMENT	10%	10%	10%	7%	11%	13%	11%	7%	4%	10%	13%	6%	5%	5%	14%	13%
. HIGHWAY BILLBOARDS	6%	6%	5%	8%	6%	5%	4%	2%	2%	4%	10%	3%	1%	4%	11%	7%
. SPORTS SHOW/BOAT SHOW/FAIR	1%	2%	1%	1%	1%	2%	2%				3%				2%	2%
. SHOPPING CENTER/SHOPPING MALL	1%	1%	1%	1%	2%	1%	1%	1%		2%	1%			1%	1%	2%
. BROCHURES/PAMPHLETS/TRAVEL FOLDERS	1%	1%	1%		1%		1%	2%	2%	*	1%	1%	3%	1%	1%	1%
. OTHER MENTIONS	2%	3%	2%	1%	4%	3%	2%	2%	2%	2%	3%		5%	3%	2%	3%
. DON'T KNOW/DON'T REMEMBER	*	1%	*		1%		1%	*	*		1%				1%	*
NO - NOT SEEN ADVERTISING	23%	20%	26%	24%	15%	16%	27%	39%	43%	21%	16%	45%	37%	25%	16%	16%
TOTAL	165%	175%	159%	141%	178%	183%	161%	136%	135%	163%	181%	139%	128%	155%	183%	185%
BASE FOR PERCENTAGES	1000	427	573	114	264	212	199	201	209	313	474	77	106	135	262	321

LAST SPRING A COLORFUL FOLDOUT BROCHURE THAT LISTED FESTIVALS AND SPECIAL EVENTS IN MANITOBA WAS INCLUDED IN MANY NORTH DAKOTA NEWSPAPERS.
DO YOU RECALL SEEING THAT BROCHURE FOR MANITOBA, ... OR NOT?
DID YOU OR ANY MEMBER OF YOUR HOUSEHOLD KEEP THAT BROCHURE?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
DO RECALL SEEING BROCHURE	37%	42%	33%	28%	37%	42%	43%	32%	30%	36%	41%	19%	26%	33%	40%	45%
. YES - DID KEEP	6%	6%	7%	3%	8%	8%	7%	3%	3%	4%	9%	4%	6%	4%	8%	7%
. NO - DID NOT KEEP	31%	36%	27%	25%	28%	34%	36%	29%	27%	32%	32%	14%	21%	29%	31%	39%
DO NOT RECALL SEEING BROCHURE	63%	58%	67%	72%	63%	58%	57%	68%	70%	64%	59%	82%	74%	67%	60%	55%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1000	427	573	114	264	212	199	201	209	313	474	77	106	135	262	301

LAST SPRING A COLORFUL FOLDOUT BROCHURE THAT LISTED FESTIVALS AND SPECIAL EVENTS IN MANITOBA WAS INCLUDED IN MANY NORTH DAKOTA NEWSPAPERS.
DID YOU OR ANY MEMBER OF YOUR HOUSEHOLD KEEP THAT BROCHURE, ... OR NOT?
DID YOU OR ANY MEMBER OF YOUR HOUSEHOLD USE THAT BROCHURE IN ANY WAY, EITHER TO SEE WHAT WAS HAPPENING WHEN DECIDING WHERE TO GO ON A TRIP OR VACATION, ... OR TAKE IT ALONG ON A TRIP OR VACATION TO MANITOBA?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
YES - DID KEEP BROCHURE	6%	6%	7%	3%	8%	8%	7%	3%	3%	4%	9%	4%	6%	4%	8%	7%
. YES - DID USE	2%	2%	3%		5%	3%	2%	+		1%	4%		2%	1%	3%	2%
. NO - DID NOT USE	4%	4%	4%	3%	4%	5%	5%	2%	3%	3%	5%	4%	4%	2%	5%	5%
NO - DID NOT KEEP BROCHURE	31%	36%	27%	25%	28%	34%	36%	28%	27%	32%	32%	14%	21%	29%	31%	34%
DO NOT RECALL SEEING BROCHURE	63%	58%	67%	72%	63%	58%	57%	68%	70%	64%	59%	82%	74%	67%	60%	59%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1000	427	573	114	264	212	199	201	209	313	474	77	106	135	242	331

WHICH CANADIAN PROVINCES WERE VISITED?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
MANITOBA ONLY																
PERCENT OF ALL RESPONDENTS	11%	12%	11%	16%	13%	17%	9%	5%	7%	11%	14%	6%	12%	10%	15%	11%
PERCENT OF ALL MANITOBA VISITORS	76%	76%	76%	78%	82%	73%	68%	77%	89%	85%	70%	93%	100%	92%	81%	67%

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN A VACATION OR PLEASURE TRIP IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE, ... OR NOT?
DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP, ... OR NOT?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 9999	10000 14999	15000 24999	25000 OVER
DID GO TO CANADA	22%	20%	23%	23%	22%	29%	20%	14%	13%	21%	26%	17%	21%	16%	25%	23%
DID NOT GO TO CANADA	61%	62%	60%	64%	63%	60%	65%	51%	54%	58%	64%	43%	51%	59%	60%	69%
HAVE NOT TAKEN A VACATION	17%	18%	17%	13%	15%	11%	15%	35%	34%	21%	10%	40%	28%	25%	14%	8%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES (RESPONDENTS WHO HAVE SEEN ADVERTISING)	765	342	423	67	225	179	146	122	119	248	398	42	67	101	221	253

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN A VACATION OR PLEASURE TRIP IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE, ... OR NOT?
DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP, ... OR NOT?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
DID GO TO CANADA	15%	21%	11%	22%	13%	33%	11%	9%	14%	11%	19%	6%	13%	24%	15%	21%
DID NOT GO TO CANADA	56%	52%	59%	59%	67%	52%	55%	54%	52%	60%	59%	54%	49%	44%	68%	71%
HAVE NOT TAKEN A VACATION	29%	27%	30%	19%	21%	15%	34%	37%	33%	29%	22%	40%	38%	32%	17%	8%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES (RESPONDENTS WHO HAVE NOT SEEN ADVERTISING)	235	65	153	27	39	33	83	79	90	65	71	35	35	34	41	49

PROPE NORTH DAKOTA - A TELEPHONE SURVEY OF NORTH DAKOTA ADULTS - SEPTEMBER 1983

DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP, ... OR NOT?
WHICH OF THE CANADIAN PROVINCES WERE VISITED IN THE LAST TWELVE MONTHS?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 9999	10000 14999	15000 24999	25000 OVER
DID GO TO CANADA	22%	20%	23%	23%	22%	29%	20%	14%	13%	21%	26%	17%	21%	16%	25%	23%
. MANITOBA	17%	16%	17%	20%	16%	24%	16%	9%	10%	14%	21%	12%	15%	12%	20%	17%
. SASKATCHEWAN	6%	5%	6%	5%	5%	7%	7%	3%	4%	4%	7%	2%	3%	6%	4%	8%
. ALBERTA	2%	1%	2%		2%	1%	3%	2%	1%	2%	1%		1%		3%	1%
. BRITISH COLUMBIA	1%	1%	1%	1%	1%	1%		1%		1%	1%	2%			2%	*
. ONTARIO	3%	2%	3%	3%	3%	3%	2%	2%		2%	4%	2%	1%	2%	3%	4%
. QUEBEC	*	*	*	1%		1%					1%	2%				*
. OTHER MENTIONS	*		*	1%	*						1%					1%
DID NOT GO TO CANADA	61%	62%	60%	64%	63%	60%	65%	51%	54%	58%	64%	43%	51%	59%	63%	69%
HAVE NOT TAKEN A VACATION	17%	18%	17%	13%	15%	11%	15%	35%	34%	21%	10%	40%	28%	25%	14%	8%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES (RESPONDENTS WHO HAVE SEEN ADVERTISING)	765	342	423	87	225	179	146	122	119	244	398	42	67	101	221	253

DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP, ... OR NOT?
WHICH OF THE CANADIAN PROVINCES WERE VISITED IN THE LAST TWELVE MONTHS?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 $9999	10000 14999	15000 24999	25000 OVER
DID GO TO CANADA	15%	21%	11%	22%	13%	33%	11%	9%	14%	11%	18%	6%	13%	24%	15%	21%
• MANITOBA	9%	12%	7%	22%	13%	15%	4%	3%	4%	6%	16%	3%	8%	15%	7%	15%
• SASKATCHEWAN	4%	7%	3%	4%		11%		4%	7%	5%	1%	3%	3%	9%	2%	6%
• ALBERTA	2%	2%	1%			6%	2%	1%		2%	3%					4%
• BRITISH COLUMBIA	*	1%						1%	1%						2%	
• ONTARIO	1%		2%				4%		1%	2%	1%				2%	4%
• QUEBEC	*	1%				3%			1%				3%			
DID NOT GO TO CANADA	56%	52%	59%	59%	67%	52%	55%	54%	52%	60%	59%	54%	49%	44%	68%	71%
HAVE NOT TAKEN A VACATION	29%	27%	30%	19%	21%	15%	34%	37%	33%	29%	22%	40%	36%	32%	17%	8%
TOTAL	102%	102%	101%	104%	100%	109%	100%	100%	100%	103%	103%	100%	100%	100%	100%	109%
BASE FOR PERCENTAGES (RESPONDENTS WHO HAVE NOT SEEN ADVERTISING)	235	85	150	27	39	33	53	79	90	65	76	35	39	34	41	49

PROBE NORTH DAKOTA - A TELEPHONE SURVEY OF NORTH DAKOTA ADULTS - SEPTEMBER 1983

HOW LIKELY IS IT THAT YOU OR A MEMBER OF YOUR HOUSEHOLD WILL TAKE A VACATION OR PLEASURE TRIP TO WINNIPEG OR SOME OTHER PLACE IN MANITOPA SOMETIME DURING THE REST OF 1983. ... WOULD YOU SAY IT IS VERY LIKELY, ... SOMEWHAT LIKELY, ... NOT TOO LIKELY, ... OR NOT AT ALL LIKELY?

	STATE TOTAL	SEX		AGE					EDUCATION			INCOME				
		MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER 15000	15000 $9999	10000 14999	15000 24999	25000 OVER
VERY LIKELY	13%	13%	13%	10%	14%	12%	14%	11%	8%	13%	14%	5%	16%	7%	16%	14%
SOMEWHAT LIKELY	11%	11%	12%	16%	11%	14%	9%	7%	8%	14%	10%	7%	10%	15%	11%	11%
NOT TOO LIKELY	19%	19%	19%	23%	20%	18%	19%	14%	23%	13%	20%	24%	13%	14%	15%	21%
NOT AT ALL LIKELY	57%	56%	57%	49%	55%	56%	58%	67%	60%	59%	56%	63%	60%	62%	56%	55%
DON'T KNOW/NO IDEA	*		1%		*			2%	2%	*		2%		1%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES (RESPONDENTS WHO HAVE SEEN ADVERTISING)	765	342	423	97	225	179	146	122	119	248	398	42	67	101	221	253

HOW LIKELY IS IT THAT YOU OR A MEMBER OF YOUR HOUSEHOLD WILL TAKE A VACATION OR PLEASURE TRIP TO WINNIPEG OR SOME OTHER PLACE IN MANITOBA SOMETIME DURING THE REST OF 1983. ...
WOULD YOU SAY IT IS VERY LIKELY. ... SOMEWHAT LIKELY. ... NOT TOO LIKELY. ... OR NOT AT ALL LIKELY?

		SEX		AGE					EDUCATION			INCOME				
	STATE TOTAL	MEN	WOMEN	UNDER 25	25-34	35-49	50-64	65 & OVER	NOT GRAD	HS GRAD	POST HS	UNDER $5000	$5000 10000	10000 14999	15000 24999	25000 OVER
VERY LIKELY	6%	5%	6%	7%	10%	6%	6%	3%	4%	9%	4%		5%	12%	12%	4%
SOMEWHAT LIKELY	9%	12%	6%	7%	5%	9%	13%	5%	6%	6%	9%	3%	8%		7%	15%
NOT TOO LIKELY	11%	15%	9%	26%	10%	9%	13%	6%	8%	12%	13%	11%	5%	12%	7%	21%
NOT AT ALL LIKELY	74%	66%	78%	59%	74%	70%	64%	86%	76%	71%	74%	85%	77%	74%	73%	60%
DON'T KNOW/NO OPP	2%	2%	2%			6%	4%	1%	4%	2%		3%	5%	3%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES (RESPONDENTS WHO HAVE NOT SEEN ADVERTISING)	235	85	150	27	39	33	53	79	90	65	76	35	39	34	41	48

POOR

QUALITY

ORIGINAL